

**THEORETIC AND METHODOLOGICAL ASPECTS OF STATE SYSTEM FUNCTIONING FOR
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Abstract. The article deals with the theoretical and methodological aspects of state system functioning for industrial product export support. In the work the authors justify that international trade is the most important form of international economic relations. They clarified the reasons and the expediency of trade relations establishment between different countries. As was shown in the article, the structure of world trade has changed significantly in recent years. These changes are greatly influenced by NTP, which in its turn causes the deepening of the international division of labor and the strengthening of international trade. In the context of growing globalization and taking into account the fact that Russia is the part of the WTO, the study of the national economy competitiveness state and the development of the ways to enhance Russia international competitiveness on this basis is especially important. Nowadays, export-import operations are a key element of the country long-term strategy, which is aimed at industrial production task modernization solution and economy restructuring. Drawing on international experience, Russia should develop a system of measures of state support for exports, taking into account national characteristics.

The results of the research allow us to place the emphasis in the evaluation of international trade and the support from state structure further expansion.

Keywords: international trade, integration, modernization, diversification, export, competitiveness, world economy.

1.Introduction

International trade is a traditional and the main form of international economic relations. It accounts for about 80% of total volume of these relations.

In modern conditions, the growth rate of international trade increases. This is conditioned by a number of reasons:

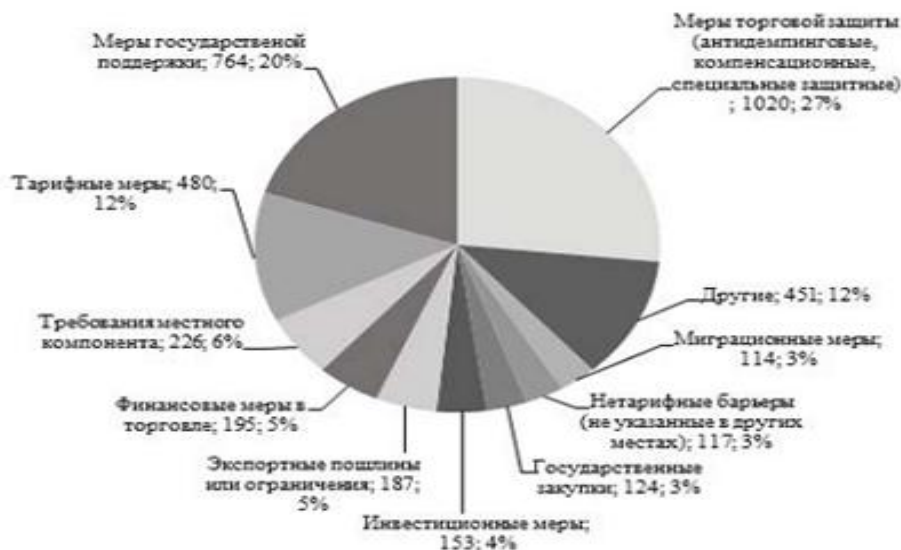
First of all, the international division of labor and the internationalization of the world economy are intensifying, which entails the increase of the interdependence between countries;

Secondly, we should not forget about the impact of scientific and technological progress, which requires structural reorganization of economies. It is expressed in the increase of the commodity nomenclature. And the nomenclature increase makes a country provision harder, and it is necessary to enter into world trade. The dynamics of trade is influenced by prices, of course. In the 90-ies the world prices for basic goods began to fall, which continues today. This fall is justified by the decline of demand in Asian countries, large investments in the modernization of agriculture and extractive industry and the expansion of exports of individual countries. That is, the supply increased, the demand declined, and prices fell. The same happens in the oil market at the moment - a huge supply, a low demand, and prices are almost 2 times lower than the prices of the same period during the last year.

In order to participate in world trade successfully, a country must choose a national foreign trade policy for itself. It has 2 radical options - protectionism or free trade - and many intermediate ones. In the middle of the twentieth century, the world economy was characterized by an increased liberalization of foreign trade, but towards the end of the millennium the countries once again began to separate themselves from each other by various barriers. It is believed that protectionism makes it possible to develop the national industry rapidly and increase the competitiveness of goods in the world market [3]. Using protectionism, a state usually aims to maximize the competitiveness of its goods in foreign markets, increase their exports and restrict imports. Within the framework of protectionism, a country can use tariff and

non-tariff restrictions. Tariffs include customs duties and tariff quotas that regulate imports. Figure 1 shows that state support is the second most common protectionist measure used in the world.

Diagram 1.Types of protectionist measures



But recently, states are increasingly resorting to a mixed policy that combines the virtues of free trade and protectionism. The world economy is becoming increasingly uncertain and unstable, and this leads to the fact that continued liberalization, based on a reduction in tariff rates and the increase of preferential trade agreement number, is accompanied by the spikes in protectionism [2].

2. Theoretical rationale for international trade

One of the first researchers of the country participation problem in the world trade was the English economist Adam Smith, who in his main work "The Study of the Nature and the Causes of the Wealth of Nations" (1776), formulated a number of fundamental propositions, which were the basis of absolute advantage theory. It was he who introduced the concept of "free trade". This concept was the starting point for a free trade policy. Smith believed that the country needs to buy abroad those goods that are more expensive to produce inside, and sell those that are produced with some advantage. In his view, the country must find a product that can be produced with the greatest benefit [7].

But if you analyze his theory, the question arises: if a country finds everything cheaper abroad, then why should it produce something? But on the other hand, where can it get money, if there is no production? It would seem like an impasse. Moreover, in our time, an absolute advantage is almost unrealistic.

The answer to these questions was given by David Ricardo. He showed and justified what kind of exchange should be between the countries, and showed its dependence on international specialization: a country should specialize in those products that can produce with the maximum relative benefit. Hence the name of his theory is the "principle of comparative advantages". Ricardo argued that this principle will lead to the most effective international division of labor. According to the example given in Table 1, England does not have absolute advantages, for in the production of both wine and cloth it needs more labor than Portugal. But, nevertheless, England is more profitable to produce cloth, because fewer workers are required. And Portugal benefits from the production of wine, and from the proceeds of its sale, it will buy more cloth than it could produce.

Table 1 Theory of comparative advantages

Product	England	Portugal
Cloth	100 workers per year	90 workers per year
Wine	120 workers per year	80 workers per year

The next theorist was Stuart Mill, who justified the price at which international exchange is the most appropriate. He argued that it should be set at a level where export earnings allow you to pay for all imports. Besides, Mill showed that the country that produces the goods that enjoy the greatest demand abroad remains the maximum winner, and the least dependent on imports. This theory was called the "law of international value".

The theory of Ricardo continued to be developed by Gottfried Haberler. He called his concept "the model of alternative costs". For each country, he built a production capacity curve that will show the amount of each commodity a country needs to produce with an effective use of all resources and technologies. Table 2 shows that Spain has an

absolute advantage in both products. According to Haberler, the alternative costs of each product manufacture are important here. In Norway, they are equal, and in Spain the production of 1 ton of fish can be replaced by the production of 2 tons of grain. Therefore, it is advantageous for Norway to fish and sell it to the Spaniards on the basis of an exchange ratio for 1.5 tons of grain.

Table 2 Alternative cost model

№	Products	Cost per 1 ton in Spain	Cost per 1 ton in Norway
	Fish	4 hours	5 hours
	Grain	2 hours	5 hours

It follows from the foregoing that the comparative advantage is enjoyed by that state, which has less alternative costs. And, participating in international trade, the country is able to produce and buy more and more goods.

The foundations of world trade flow structure determination were laid by the Swedish economist E. Heckscher and B. Olin. Their theorem was called "the theory of equalization of prices according to production factors." They suggested that the country comparative advantages are determined by the availability of production factors. Each country should be specialized in the production of those goods for which the ratio of production factors is optimal. The concept of Heckscher-Olin is convenient to explain the reasons for the development of trade between developed and developing countries, when in exchange for raw materials coming to developed countries, machines and equipment are imported into developing countries. But, at the same time, there is a capital leak.

The next supporter of free trade theory was V. Leontiev - an American economist of Russian origin. Based on Heckscher-Olin theory, he studied the structure of American post-war exports, and found that Americans did unusually - their economy after the IInd World War specialized in labor-intensive production. And it was not just the USA that acted like that. This discovery was called the "Leontiev paradox" and received a wide response. The explanation lies in the following: labor-saturated states export capital-intensive products, capital-saturated - labor-intensive. This is due to the fact that an expensive highly skilled labor was already seen as capital. For example, in the same USA, exports are mostly labor-intensive products, because expensive labor and cheap capital are used, and imports are produced by cheap labor. And thus, exports become more labor-intensive than imports [8]. The world does not stand still, and the structure of the world trade has changed significantly lately. Such changes as the dominant role of NTP, a sharp increase of intra-company trade can not be explained within the framework of classical theories, they prompted economists to develop alternative theories.

One of them is the concept of a product life cycle, put forward by the American economist Vernon. She explains the way the commodity trading develops during its life cycle, which includes 4 periods - introduction, growth, development and decline. Depending on a period, the scale and the direction of exports and the country of production change. At the first stage, the production of innovation is limited to small lots in the country of origin, and a very small part is exported. During the second stage the production volume grows, some are moving to other countries, the price falls after the decrease of costs. At the stage of maturity, the exports from the country of origin declines, production is performed in large quantities in many countries. And at the last stage of decline, the country of origin becomes the importer of this product, and begins to develop another novelty.

However, some products do not fit into such a concept (for example, the products with a small life cycle), and the theory based on the "scale effect" can be applied for them. Its essence is that costs decrease during production increase. According to this theory, a country should be specialized in the sector where there is the effect of mass production. This allows you to reduce costs and, consequently, prices.

So, international trade takes an ever greater place in the world economy development, it is beneficial for all countries to participate in it. Its growth rates exceed the growth rates of world production, and this leads to the increase of a country dependence on international exchange. All these theories answer the main question - what is the basis of this benefit? They argue that it is international trade that has become the way to improve the welfare of the world states.

3. Export diversification, as the possibility of country competitiveness improvement

National competitiveness is the most important condition ensuring national economic security. In the conditions of growing globalization and taking into account the fact that Russia is the part of the WTO, the study of the national economy state of competitiveness and the development of the main ways to enhance Russia international competitiveness on this basis is especially relevant. In this regard, it is necessary to study the international competitiveness of the countries in the global competitive community using the example of Russian economy, to explore the ways to enhance Russia competitiveness on the basis of existing domestic economy shortcomings and advantages [6. p.664]. In modern conditions, one of the trends in the world economy development is the growth of economic interdependence. That is, the growth rates of GDP and the exports of one country depend on the economic

development of another country. A number of economists note the tendency of the US economy influence growth on the development of other countries. For example, the fall of US GDP by 1% reduces China's exports by 3.7% [9].

One of the main forms of national competitiveness increase is the growing importance of the country foreign economic activity. Nowadays, exports are a key element of a country long-term strategy, which is aimed at the meeting of production update and economy restructuring issues. The creation of an export potential adequate to the needs of the national economy is the main form of the regional development stimulation for economy branches.

The implementation of country foreign economic relations is based on two fundamental models of international trade. The first is based on the idea of import substitution, and aims to develop the domestic market of industrial products. The second model is built on the maximum possible use of international specialization and cooperation advantages, and the expansion of the export nomenclature of local manufactured goods is at the forefront here. A high volume of exports contributes to the economic, food and financial security of a state, since exports account for more than 20% of the world GNP, and this share is growing due to the outstripping growth of international trade in comparison with world production. The increase in industrial exports contributes to the growth of employment and production, and also stimulates economic growth. Export helps to increase the sales of products, to use production facility optimally, to reduce the risk of fluctuations in the domestic market and improve financial stability. The increase of export commodity flows opens new opportunities to increase domestic savings in a country, and also helps to increase the capacity of the domestic market and creates the necessary prerequisites for the development of import-substituting industries. The accumulation of foreign exchange reserves makes it possible to develop various economic programs. The production of demanded and popular goods abroad allows a country to participate in international production and technical chains fully, which makes the national economy less vulnerable and increases its development potential. An expanded reproduction of exported capital-intensive industrial products will allow a country to be a full participant in international cooperation and specialization, and the domestic economy will become less vulnerable to internal economic problems.

But the export-oriented strategy of economic development has its shortcomings. These include the high dependence of this country economy on the world market, and the increase of financial, technological and commodity dependence on industrialized countries. The main advantage of this model is that such a concept provides the prerequisites for the integration into world economic relations, both for a state and its subjects.

Let's take, for example, Russian Federation. Exports is one of the factors of the Russian economy development in recent years. It would seem that it is very good. But the structure of exports is dominated by not ready-made capital-intensive products, but by fuel and raw materials. The specificity of the current situation is a high dependence of the majority of Russian industries on imported raw materials, materials, and purchased products. The emergence and the development of this dependence was determined not so much by the exchange factor (a relative cheapness of imported products as compared to Russian analogues), but rather by the fundamental lack of full-fledged analogues of domestic production [1]. Russia is the ninth largest country in terms of commodity exports, in value terms and the world largest exporter of fuel and energy raw materials. Currently, it accounts for 11% of global energy export costs. The total cost of foreign supplies of Russian hydrocarbon raw materials by the end of 2014 amounted to more than 367 billion dollars, energy exports makes more than 70% of the total one. At the same time, Russia is one of the largest suppliers of weapons and military equipment to the world market (\$ 15.7 billion in 2014). It should be noted that our positions in world markets are fairly stable and reliable; in any case, the given facts give grounds for this.

However, let's look at the export statistics in dynamics. Energy exports after an impressive spurt in the 2000-ies (in 2001-2008 it grew more than sixfold) and a 40% failure during the crisis of 2009, and then the "rebound" in 2010-2011, has slowed down the growth significantly during the last three years, and the proceeds from the export of crude oil is reduced. There is not enough reserves of new capacities and new noncapital-intensive deposits for the further substantial growth of energy exports, and the conjuncture of the relevant markets does not promise any actual price increase in the coming years [10]. As for machinery exports, for example, Russian Federation has very weak positions. Given the predominance of the extractive industry, one can not rely on optimal growth rate support in the foreseeable future, since this group of industries is characterized by relatively slow technological progress, as compared to the manufacturing sector. Moreover, the hydrocarbon sector is a very unreliable source of growth at the moment, because the oil market is very unstable.

At the end of 2014, it was assumed that in the terms of increased geopolitical risks and the assumption that the price of oil in 2015 will be \$ 50 per barrel, Russia's GDP will decrease by 3%. Experts predicted that the economy of Russia will be in a state of deep decline in 2015. And the leading role in this will play the reduction of export revenues from the sale of fuel and energy raw materials in world markets and the closure of world capital markets, which will eventually lead to the reduction of population real incomes, followed by the collapse in consumer demand and investment activity. It was expected that in 2015, the depreciation of the ruble and the reduction of domestic demand will lead to the fact that the exports of goods as a whole will decline. And in general, such dynamics are probably conditioned by the dynamics of the hydrocarbon group of goods exports. These assumptions are reflected in Table 3. However, in May 2015, the Ministry of Economic Development of Russian Federation improved its forecasts and suggested that Russia GDP decline will be 2.8 percent by the end of 2015.

Table 3 The main macroeconomic indicators of Russian Federation in 2014 and the forecast for 2015.

	2014	2015
Urals oil prices (world), USD / barrel	98	50
Average dollar exchange rate, rubles per US dollar	38,0	61,5
Gross Domestic Product, bln. rub.	70976	7311
		9
GDP growth rate, %	0,6	-3,0
Total export, billion US dollars	494	334
Growth rate, %	-0,6	-0,1

Source: The forecast of RF socio-economic development in 2015 - RF Ministry of Economic Development

[5].

The proposed scheme for the forecasting of RF socio-economic development in 2015 was based on the conditions for external and internal factor improvement, including the ratio of prices for fuel and energy raw materials and other groups of the country exports, the changes in foreign trade conditions, the current geopolitical situation, where various economic sanctions are put forward against Russia. It was expected that the weakening of the national currency, that is, the ruble, would result that an exporter would be able to sell his goods at a price higher than the world average, which would cause a significant increase in exports. And this, in its turn, will entail the increase in the competitiveness of Russian products. Proceeding from the abovementioned, let's mention that the Russian government is developing the ways to move away from the export of raw materials to the export of goods with high added value. The non-raw materials sector is the priority currently, the export of precisely non-primary sector goods. The approach is simple: one needs a combination of products that would allow exporters to use the opportunities that the state provides. The state will provide them with the necessary support in the form of state guarantees, for example [10].

4. Development of export state support system in the world economy. Nowadays, almost every country regulates foreign economic activities of its economic entities and supports their exports. States create specialized agencies authorized to support national exporters, try to free the latter from any restrictions, to provide the necessary data and to help in promotion of their goods to foreign markets.

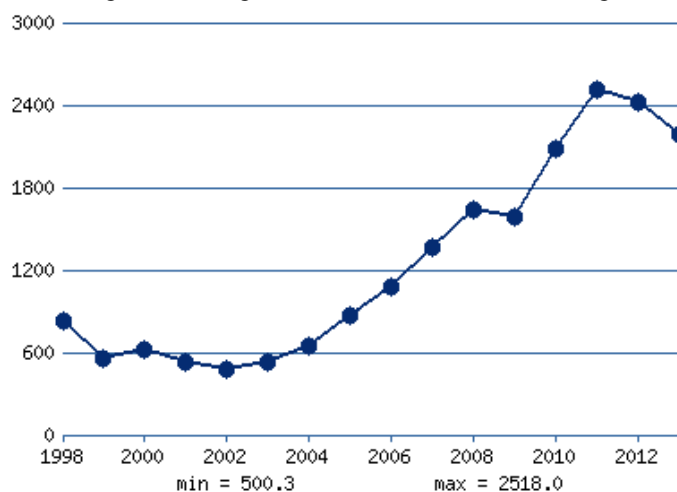
Export support is a set of interacting institutions, such as profile ministries, banks, specialized agencies, etc. It has become widespread in many countries, but, according to experts, it is the most perfect in the US, for which exports are a key element of the economy. The largest world exporters in modern conditions are China, the United States, Germany, Japan, the United Kingdom, and Russia. In many respects, they all owe their success to the development of export support model. A regular total volume of the international market for state financial support of exports is more than 282 billion US dollars. About thirty percent of this amount is allocated by OECD countries through financial institutions - credit agencies (ECA). At the same time, in non-OECD countries are characterized by the incremental growth of financing total volume in the form of loans, for example: in China - up to \$ 48.5 billion, in India - up to \$ 11.4 billion, in Brazil - up to 4.8 billion US dollars.

Today the foreign economic activity of the United States is considered as one of the best, and therefore America leads the world trade due to its aggressive policy and a significant level of military-industrial potential. In 2013, the amount of American exports reached 1.56 trillion. The United States is using such practices as the creation of the most optimal conditions for their effective operations to their international companies. This is the responsibility of the State Department, which holds meetings on foreign trade issues with the invitation of businessmen and the representatives of the American business community in which their interests are affected. "Eximbank", created in 1934, provides financial support to exporters. It provides loans and guarantees, insures export credits. In 80 years, it has supported export contracts at developing country markets within the amount of 600 billion dollars. If an American company wants to enter the international market, it is likely to receive a package of services within the framework of market structure and production sector analysis. And with a small surcharge, a firm can get, for example, a marketing research of an export commodity. A set of measures to boost exports and ease the conditions for US companies to enter international markets made it possible to achieve the return of the leading position for the United States in terms of exports among the countries with developed market economies. Another major world exporter is Germany. In 2014, record figures were recorded - the exports of Germany grew by 3.7% and amounted to 1 trillion 133.6 billion euros. One of the types of incentives for German exports is subsidizing. The country has a number of national and regional projects that are not covered by WTO agreements on the reduction of export subsidies. Germany also has the system of foreign trade activity financing and insurance. The main role is played by the Company of export crediting and the credit institution for reconstruction. The measures aimed at informational and consulting support, on the implementation of exhibition and fair activities, the measures of a trade and economic nature are of great importance. Thus, the state supports the companies with the participation in international trade fairs and exhibitions, and all companies have equal rights in the procedure of participation in exhibitions and the obtaining of state assistance during the organization of stands [11,12].

Great Britain also has large volumes of exports. The exports of goods and services from the United Kingdom grew by 1.4% in 2013 - to 501.367 billion pounds. All ministries are engaged in foreign economic affairs there, one

way or another. There is the Council of International Trade, which directs state efforts to the places they are in demand. The British National Export Council also promotes exports - it opens the so-called. «Trading windows». The aforementioned ECGD - Export Credit Guarantee Department - encourages the export of British goods abroad through the insurance of loans granted to domestic enterprises. A direct support to exporters is provided by the British Trade and Investment Service, which promotes British goods to international markets, attracts foreign investment and promotes the entry of British producers into foreign markets. In Japan, the Bank for International Cooperation is responsible for export support, the main purpose of which is to support Japan international cooperation. It offers export and investment lending, guarantees, etc. to foreign economic entities. In general, Japan's foreign economic activity is financed from the state budget. There is a whole Institute of Industrial Protectionism, which collects international economic information. Particularly noteworthy is the non-profit organization supporting the development of foreign trade (JETRO), funded by the government, which collects data on foreign markets, organizes exhibitions, and advertises Japanese goods. It is the world largest source of business information.

Among the developing countries Brazil occupies a special place. Brazil increases exports actively - Brazilian exports have increased more than 10 times for the past 25 years. In addition to the usual support measures, there are non-standard ones here. For example, it is the Brazilian Agency for Export and Investment Promotion, which interacts with the Ministry of Development, Industry and Foreign Trade. Its offices are located in many cities, where Brazilian companies can apply for subsidies and advice. This agency will also help in case a firm has a domestic dispute in an unfamiliar country. And the state allowed exporting companies to leave foreign currency earnings abroad. It was such a policy that allowed the country to achieve global GDP growth rates, as can be seen on Figure 3.



Source: CIA World Factbook

Fig.3. Brazil GDP in 1998-2012, billions of USA dollars.

In Eastern Europe, the Czech Republic is singled out. Its per capita export is higher than in the US. Here, the ministries of industry and trade, foreign affairs, finance, defense, the Czech Export Bank and many other institutions are involved in exporters' support. The Czech Republic makes efforts to eliminate tariff and non-tariff barriers, to develop and follow foreign trade strategy, to finance and provide insurance for exports; for the development of information and consulting support, for the creation of a vocational training system; it protects the interests of Czech exporters; the improvement of advertising and exhibition activities in the country and abroad. The Czech Trade Promotion Agency is engaged in market data provision to exporters and the search for foreign partners [13,14].

5. Conclusions. Drawing conclusions, it is necessary to mention that it would be expedient for Russia to study the experience of export support system establishment in foreign countries, and to apply those methods that historically proved themselves to stimulate non-primary exports. It is non-commodity exports needs stimulation, since the export of primary commodities, in connection with an unfavorable situation on the oil market, is becoming less profitable. The initial step in this direction was the Concept of state financial (guarantee) support development for the export of industrial products in Russian Federation in 2003. Gradually, the current export support system was developed, based on regional programs. According to the Strategy of Economic Development of Russia until 2030: "... the foreign market should be the arena of struggle for the interests of Russian producers, for equal competition conditions. It is necessary to equip them with the measures of state support used by all developed powers (cheap financing, related loans, transaction insurance, compensation for marketing and homologation expenses, etc.). It is necessary to link the trade policy concerning a particular trading partner with its policy in the field of the market opening for Russian exports" [4]. Of course, while the funds spent to support the exporters in Russia and the advanced countries are not subject to comparison, all steps are taken to ensure that our capital-intensive products are not inferior to any other in the world market.

6. Summary. The deepening of the international division of labor creates all the prerequisites for the further development of international trade. It is based on the comparative advantages of countries, and each country has a number of tools to create the most favorable conditions for exports. The comparative advantages of the country should be taken as a basis for the development of export strategies. At that it should not be forgotten that the orientation toward the export of raw materials slows down economic growth in the long term, since the structure of foreign trade turnover has a strong impact on the economic development of the country. In order to strengthen their positions in the world economy, exports are diversified by countries since a narrow specialization in two or three positions is detrimental to the economy. The analysis carried out in the work showed that the state support for exports played an important role in becoming a powerful economic power and securing the People's Republic of China on the world market, as well as in the strengthening of the world economy positions aimed at the export of raw materials from Australia.

The paper gives a detailed description of state support measure use for a national producer during the financial crisis of 2008-2009. Experience showed that the measures taken helped to save many industries and to minimize negative consequences and phenomena. The experience of foreign countries showed that during the development of the export support system, such institutions as export credit banks and agencies, as well as state authorities represented by the Ministries of Trade, Economic Development and Finance play a crucial role. In world practice, a whole set of measures is used aimed at national exports stimulation. It includes financial instruments, such as the provision of state guarantees, the subsidizing of exporters, the insuring of export deals, and non-financial measures, such as information support, the elimination of trade and political barriers, the support of exhibition activities. All these measures are aimed the competitiveness of national product increase on the world market. Drawing on foreign experience, Russian Federation should develop a system of state support measures for exports, taking into account national peculiarities. It is necessary not only to provide export guarantees, but also to provide a full range of services in the field of export credit.

To strengthen the position in the world economy of Russian Federation, it is necessary to move away from the model of the economy oriented to the export of raw materials and to the export of high-tech, science-intensive products. It is necessary to support industries with an extensive scientific and technical potential. We can not forget about the diversification of exports, as a factor of national competitiveness increase.

The primary role in the export promotion system should be played by direct financial support: the provision of state guarantees, export crediting, export credit insurance, the subsidization of exporters.

Today the system of state support is created, but it does not function fully yet.

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